

ABSTRACT OF THE DISCLOSURE

In a customer information collection method and system which collects and analyzes large quantities of reliable customer information in a secure and efficient manner and at a low cost, a recording medium on which added information is recorded is attached to a product, and the added information recorded on the recording medium is not disclosed unless the purchaser of the product inputs information concerning the purchaser as data and transmits this data to a predetermined location via an electrical communications circuit.

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